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Loring Prize Plum

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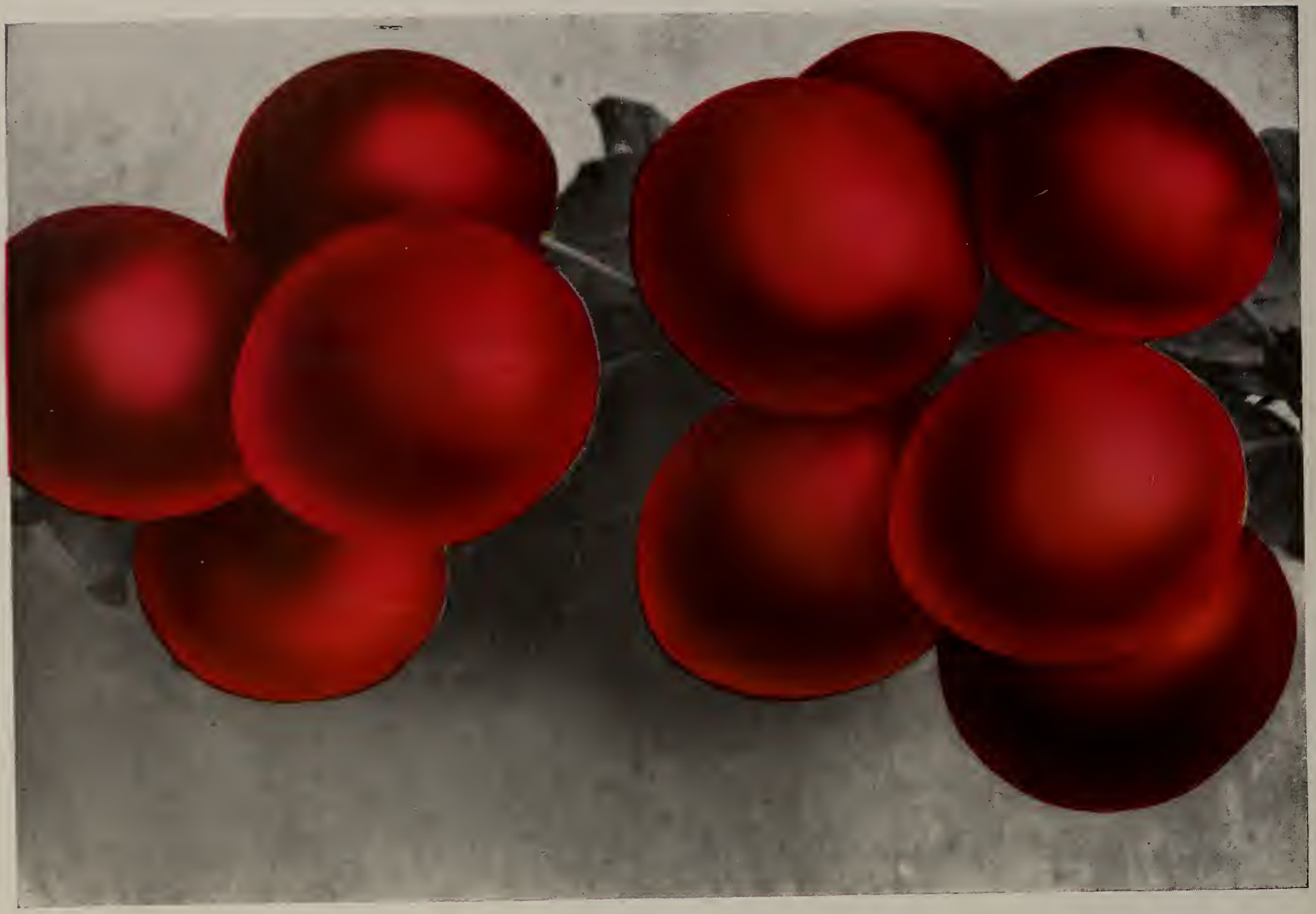
BIGGEST AND BEST
HARDY PLUM
IN
AMERICA

RED WING NURSERY CO.
RED WING, MINN.

HISTORY OF THE LORING PRIZE PLUM

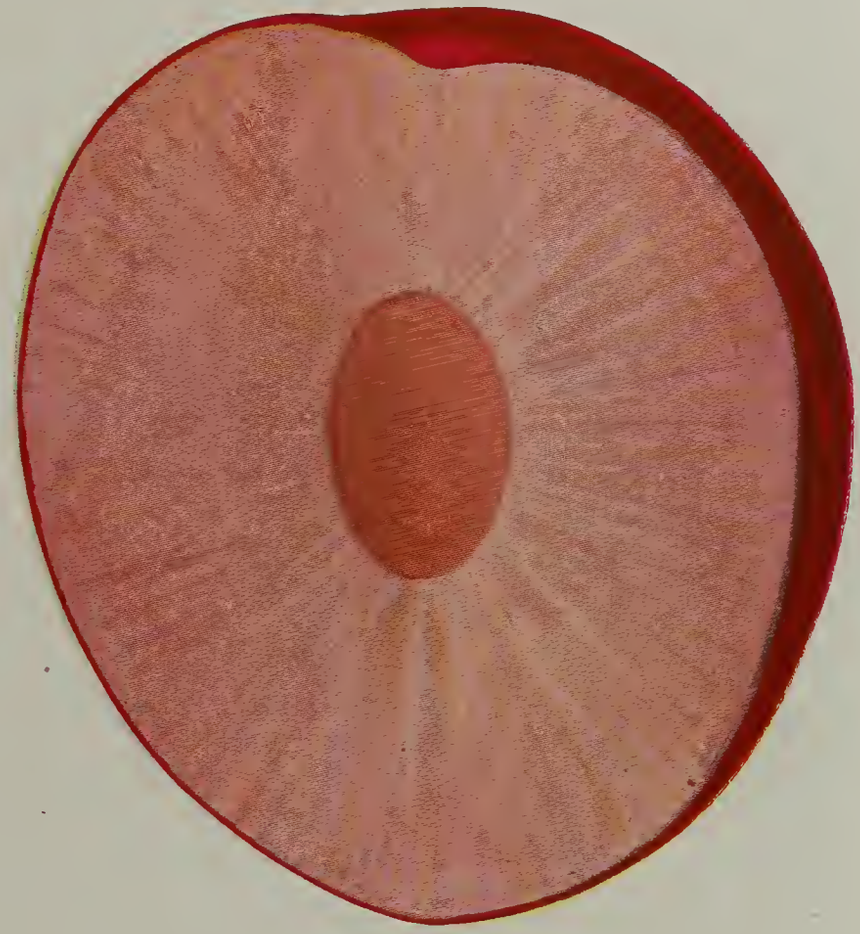
RECOMMENDED AND AWARDED PRIZE BY

THE MINNESOTA STATE HORTICULTURAL SOCIETY



A CLUSTER OF THE LORING PRIZE PLUM SHOWING ITS WONDERFUL PRODUCTIVENESS AND UNIFORM SIZE.

LIFE SIZE OF THE LORING PRIZE PLUM FROM ACTUAL PHOTOGRAPH.



LORING PRIZE PLUM IN HALF—SHOWING FIRM TEXTURE OF FLESH, SMALLNESS OF PIT, AND ATTRACTIVE APPEARANCE.

THE ORIGINAL LORING PLUM TREE LOADED WITH BLOSSOMS. NOTICE THE SPLENDID SHAPE OF THE TREE AND THE FIRM SETTING OF THE BRANCHES SO THEY WILL NOT SPLIT DOWN.

A LORING PLUM TREE, ONE YEAR OLD, OVER SIX FEET IN HEIGHT.

LORING PRIZE PLUM. THREE YEARS OLD FROM TRANSPLANT. THIS TREE WAS NEARLY BLOWN OVER IN A HEAVY WIND AND WAS NOT REPLANTED.

A SPLENDID SPECIMEN OF A LORING PLUM TREE FOUR YEARS OLD FROM TRANSPLANT. STRAIGHT, WELL BRANCHED, IDEAL IN SHAPE AND FULL OF BLOOM.

COMPARATIVE SIZE OF THE LORING PRIZE PLUM WITH THE WILD PLUM AND THE AVERAGE TAME PLUM.

BASKET OF LORING PRIZE PLUMS, EACH ONE PERFECT AND A PRIZE TAKER. SIZE TWO INCHES IN DIAMETER. THIS BASKET WAS AWARDED FIRST PRIZE.

THE LORING PRIZE PLUM.

The hardy, cultivated plum is one of the most important and necessary fruits for the North; hence its popularity.

To encourage and stimulate the creation of a finer quality of this fruit than existed some years ago, Hon. C. M. Loring, of Minneapolis, Minn., offered a prize of one hundred dollars, for a plum and tree that would meet certain qualities of excellence and hardiness that would include size, shape, color, flavor, smallness of pit, firmness and texture of flesh, together with general good characteristics of the tree.

Many were the attempts to originate a fruit and tree that would meet the requirements, but none were successful until Mr. J. P. Vikla produced the plum, now known as The Loring Prize Plum, which, in spite of all competition, received the UNANIMOUS award of the committee. Several of the varieties submitted were excellent, but failed in some important point, especially where hardiness was required. This was the only plum where all the conditions were fully met, establishing a wonderful record.

The gentlemen composing this committee were eminently well qualified to act and award this prize. One was a nurseryman and prominent Horticulturist—one was the Superintendent of the State Fruit Experimental Farm of Minnesota, another was the Professor of Horticulture at the State Agricultural College of Minnesota. The committee was without prejudice, and the prize was awarded solely upon the merits of fruit and tree, especial stress being laid upon hardiness.

It is therefore with a feeling of pride and confidence, that this plum is placed before the people of the country at large, believing that for home and commercial planting, it will not only quickly win its way, but will also prove a success wherever choice fruits are grown and planted.

In time, this wonderful plum will find its way to the fruit stands, where, because of its delicious quality, it will be chosen in preference to similar fruits from far away sub-tropical lands, for which, too often, size takes the place of quality. A great demand for the fruit at a high price is thus assured.

SUMMARY.

The Loring Prize Plum is the largest and best plum known for Northern planters—BECAUSE—it is a good Commercial fruit, is good for canning, delicious to eat, has a small pit, is of a bright attractive color, and is bound to be in great demand at a good price. **There is money in growing it.**

The tree is an early and a heavy annual bearer, an upright and rapid grower, very hardy, and has stood the test of the severest winters known. Tree and fruit have successfully passed the rigid conditions required to secure the one hundred dollar prize, and is the ONLY VARIETY THAT HAS EVER RECEIVED THE UNANIMOUS AWARD of the committee appointed to judge its merits.

What more can be asked or expected of any fruit?

BRIEF HISTORY AND DESCRIPTION OF THE LORING PRIZE PLUM.

"This plum originated in Rice county, Minn., in 1897, or thereabouts. The seed was the Burbank crossed by the Desota or Weaver plums.

The size is from 1¾ to 2¼ inches in diameter. It is slightly oblong, of bright color, fleshy, like the Burbank and nearly Freestone. Its flavor when ripe is beyond description. It is delicious in sweetness and mild in acidity. The flesh is firm, melting in the mouth like a ripe pear. It is superior to the large red California plum that is found in fruit stores.

When half ripe, it has a peach flavor if canned, but if fully ripe, it has the pure plum flavor. It is nearly free from astringency, and as the pit readily separates from the flesh, home preserving is made easy.

It is a heavy annual bearer, commencing to bear at the age of three or four years. It has perfect blossoms. The fruit has a strong stem and is not easily blown from the tree. It ripens early. The tree is a vigorous grower, with firm wood, and as **hardy** as any wild plum grown here. In shape, the tree is medium spreading, the branches shapely and strong.

This prize was awarded me by the unanimous consent of the awarding committee, representing the State Horticultural Society of Minnesota, in 1917."

JOHN P. VIKLA, Originator.

THE LORING PRIZE PLUM.

At last, the one hundred dollar prize, Mr. Chas. M. Loring placed in our hands nearly ten years ago, has been awarded. A seedling plum has been found that the judges have decided is worthy to receive this prize.

The plum tree is growing in Rice county, Minn. * * * THE FRUIT IS OF EXTRAORDINARY SIZE, WELL COLORED, FIRM FLESHED, AND OF EXCELLENT FLAVOR.

Although not a freestone, it came well up towards the ideal of the awarding committee, which consisted of J. M. Underwood, Chas. Haralson and Prof. LeRoy Cady. Prof. Cady examined the tree and other top worked and nursery grown trees propagated from it, and his report as to hardiness and productiveness was satisfactory to the committee, and upon his report, the awarding of the one hundred dollars was made.

—From the Minnesota Horticulturist, Dec., 1917.